

# VDTA NEWS

VACUUM DEALERS TRADE ASSOCIATION

The trade publication for the independent retailer

October 2019 | ISSUE 457

www.vdta-sdta.com

FLOORCARE  
CENTRALVAC  
Professional™



NUera



Cover Story, p6

## Nuera Air - The World's Largest Central Vacuum Manufacturer partners with Hide-a-Hose Globally

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2020 Las Vegas Show  
Registration form, p29

BetterBiz Grant Application, p19  
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# President's Corner

Convention 2020. Are you attending?

We speak to dealers almost daily. We also attend many of the industry dealer meetings held through-out the year. We do what we can to connect to our members and those who are not.

It's good for us to connect and to learn more about the dealers, but we can't be everywhere.

That's why we are always so excited to talk about the VDTA-SDTA Convention with everyone we meet. The convention is THE place to meet and speak with those in this great industry. We learn so much there and so do those who attend.

We understand the cost and the time to attend, but we truly feel it is so worth it! For some, there is no other place for the education or for the networking with like-minded businesspeople.

The convention is for all level of dealers, whether you own one store or twelve stores. Dealers attend who are "one-man" shops and those who employ many. Yes, dealers who are alone in their business attend. They actually close up shop for a few days. They simply display a sign before the convention telling their customers they will be closed for a few days to attend their Industry convention and will have new and exciting products to offer when they return. Some even offer specials upon their return. They don't lose customers; they gain customer confidence.

So, get ready to attend the 2020 International VDTA•SDTA Trade Show and Convention, February 16-18 in Las Vegas.

We want to see you in Vegas!

~Judy

*"If you really want to do something, you'll find a way. If you don't, you'll find an excuse." - Jim Rohn*



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# SBA Accepting Nominations for 2020 Small Business Week Awards



The U.S. Small Business Administration is now accepting nominations for its 2020 National Small Business Week Awards, including the annual Small Business Person of the Year.

For more than 50 years, National Small Business Week has celebrated the inspiring achievements of America's small businesses and the countless contributions they make to their local communities, and to our nation's economy.

"We are proud to recognize the small business owners that have made it their mission to support their communities and drive the entrepreneurial spirit forward," SBA Acting Administrator Chris Pilkerton said. "A National Small Business Week award is one of the nation's highest honors for small business achievement. Please take a moment to visit [sba.gov/nsbw](http://sba.gov/nsbw) to nominate a deserving small business owner in your area. I wish all of our nation's small businesses the best of luck and look forward to their nomination."

SBA Awards given in celebration of National Small Business Week from May 3-9, 2020 include the following:

- **Small Business Person of the Year**
  - One from each of the 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, and Guam.
- **Small Business Exporter of the Year**
- **Phoenix Awards for Disaster Recovery:**
  - Phoenix Award for Small Business Disaster Recovery
  - Phoenix Award for Outstanding Contributions to Disaster Recovery, Public Official
  - Phoenix Award for Outstanding Contributions to Disaster Recovery, Volunteer
- **Federal Procurement Awards:**
  - Small Business Prime Contractor of the Year
  - Small Business Subcontractor of the Year
  - Dwight D. Eisenhower Awards for Excellence (for large prime contractors who use small businesses as suppliers and contractors)
  - 8(a) Graduate of the Year

- **Awards to SBA Resource Partners:**

- Small Business Development Center (SBDC) Excellence and Innovation Center Award
- Women's Business Center of Excellence Award
- Veterans Business Outreach Center of the Year

- **Jody C. Raskind Lender of the Year**

- **Small Business Investment Company of the Year**

- **District Office Award**

In addition to these National Small Business Week Awards, the SBA's Iowa District Office will be presenting state-specific awards in several categories. SBA assistance is not required for these nominations. They include:

- Iowa Women in Business Champion of the Year - presented to an individual(s) who has demonstrated a commitment to the advancement of women's small business ownership. Nominees may or may not be small business owners.
- Iowa Minority Small Business Champion of the Year - presented to an individual(s) who has demonstrated a commitment to the advancement of minority small business ownership. Nominees may or may not be small business owners.
- Iowa Veteran Business Champion of the Year- presented to an individual(s) who has demonstrated a commitment to the advancement of veteran business owners. Nominees may or may not be small business owners.

All nominations must be submitted no later than 2 p.m. CST, Jan. 7, 2020. All nomination packages must be hand delivered or mailed to the nearest SBA Office. Email submissions of SBA Awards forms will not be accepted as they contain personally identifiable information (PII).

**For questions, including criteria and nomination information for the Iowa Champion awards, contact Dave Lentell at the Iowa District Office at (515) 284-4522 or at [thomas.lentell@sba.gov](mailto:thomas.lentell@sba.gov).**

*First published on the U.S. Small Business Administration's site at [www.sba.gov](http://www.sba.gov).*

# Opportunities Ahead

**A**s we celebrated our one-year anniversary of the acquisition of the Central Vacuum division from Electrolux in August 2018, we reflected on our accomplishments and the opportunities ahead. What a year it has been.

In early 2019 we launched the SMART Central Vacuum line to select distribution. In early April we wrapped up Beam and Electrolux central vacuum manufacturing in Juarez, Mexico and started moving manufacturing equipment to Laval, Quebec.



Also, in April 2019 we acquired Intervac. In July we moved into our new 130,000 sq. ft. global head office and manufacturing facility in Laval, Quebec. We have since set up manufacturing and are now producing central vacuums, powerheads, and central vacuum hose kits. In August we celebrated our one-year anniversary of the acquisition.



“It has been over a year since Nuera Air completed the acquisition of the Beam brand from Electrolux. A lot has been accomplished so far. We are pleased to announce that the new production facility is up and running and that Beam products as well as Duovac, Husky and all our other brands are now being manufactured under the same roof in Laval!



The Nuera Air team is continuing to make improvements and we would like to thank our Partners for their patience through this transition. Nuera Air is looking forward to a great future. As the leader in the Central Vacuum systems industry, we at Nuera Air are committed to making improvements to the product category awareness in the marketplace.

We are also continuing to reinforce our product offerings and market segment coverage with the addition of Intervac, the latest acquisition completed back in April. Stay tuned, because a lot more updates on our progress are coming up soon!" said Frédérick Paquette Président, Nuera Air.

In late August we agreed to a global partnership with Hide-A-Hose which we launched globally in September. We feel Hide-A-Hose provides the best hose management solution and look forward to providing this product to help grow your business with this dynamic expanding central vacuum product segment. "Nuera Air has seen the advantage of making Hide-A-Hose part of their Central Vacuum offering for years, said Philippe Latour" Vice President, Sales Nuera Air. We have had a lot of experience with Hide-A-Hose in Canada and especially in Europe. We know our dealers will sell more Power Units if Hide-A-Hose is part of their offering. "



"This is a positive message for everyone involved in the Central Vacuum business. It feels good when the largest player in the industry embraces your product, said Rod Drivstuen President of Hide-A-Hose. This will be good for our industry. Hose Management will continue to be the driving force for growth. Having Nuera Air and the Beam brand supporting this message in their marketing efforts will benefit the entire industry."

In October we are launching Intervac globally and inventory is currently being produced and will be in our three warehouses. Intervac is the global leader in specialty Central Vacuums and related products in the condo, recreational vehicle, marine, and garage vac markets. We look forward to working with you to start taking advantage of these growing categories.



Also coming this fall we are launching SMART branded Central Vacuums globally. SMART was originally sold globally in the early 1990's until the mid-2000's. SMART has great brand equity and well over 100,000 units were sold globally during that time.



Other exciting news is the huge response and growth Duovac has received in the USA in 2019. It is a premium quality product and we are extremely pleased with the demand.



**There's lots more exciting news coming! Thank you for your business and continued partnership and "lets grow together!" For more information on how we can grow together.**

**Email: [info@nuera-air.com](mailto:info@nuera-air.com)**

# The Story of Your Business Will Be Told, With or Without You

By Mario Juarez

One Thursday afternoon last April, two men walked into a downtown Philadelphia Starbucks to meet a friend. While waiting, one of them asked to use the restroom.

The barista refused to hand over a key because they men hadn't bought anything. Soon, they were asked to leave. They chose not to. Police were called, and the men were arrested on suspicion of trespassing.

The arrest was captured on cell phone video and posted on Twitter, where it went viral. Many of the eight million people who watched it decided that the real reason the men were handcuffed was the color of their skin. Both were black.



Overnight, Starbucks had a full-blown PR crisis on its hands. Activists held rallies and called for boycotts. National news reports dove into the controversy. The mayor of Philly blamed the company, saying the incident “appears to exemplify what racial discrimination looks like.”

For a business whose success depends on customers feeling indulged enough to spend \$4 on a latte, being branded as institutionally racist was a nightmare.

Yet Starbucks managed to avert disaster. Their response was a masterstroke of PR in the scattered media landscape of the internet age, and it reflected a deep understanding of a bedrock truth in any era: When dealing with a business crisis, the story you tell—or don't tell—can determine your fate.

## The power of making it personal

Starbucks quickly recognized that the standard non-apology “apology” issued by most companies in the midst of crisis would have no value. Their CEO, Kevin Johnson, chose instead to make the story about him.

Johnson didn't throw his employees under the bus. “I believe that blame is misplaced,” he said in a widely distributed video. “I own it. This is a management issue and I am accountable.” He met with the men and apologized. Then he made the platitudes real by closing the company's 8,000 stores for an afternoon to hold “racial-bias” training for all employees.

In taking personal responsibility for both the problem and the solution, Johnson gave his customers and his critics a relatable human narrative to make sense of the crisis. Quibble if you like about whether that was enough, but the impact was undeniable. The focus was no longer a green-and-white corporate logo; it was Johnson's somber, determined face.

## No such thing as “no comment”

Starbucks understood how the innate hunger for an authentic story can be used to turn the tide of public opinion. Just as important, they also understood that they did not have an option to *not* tell a story.

That painful lesson has been learned by another iconic company facing trouble: Boeing.

When two of Boeing's new flagship 737 MAX 8 jets crashed in separate incidents in 2018 and 2019, the company immediately denied culpability—which, to be fair, was far from determined. Yet their communications began as cold and colorless, and stayed that way. They projected a business-as-usual attitude and brushed off any safety concerns. Not one single executive expressed heartfelt sorrow that 346 people had died in their aircraft.

### Losing control of the narrative

Boeing acted as though a public response was unnecessary, perhaps because they viewed themselves as selling to airlines rather than to consumers. Big mistake.

The problem with such an approach is that if you don't provide a compelling narrative about what's happening, people will spin their own. And that's never good for you.

For Boeing, ugly narratives sprung up like weeds. The CEO made news—not for trying to fix the problem, but rather to press the White House for presidential authority to keep MAX 8 jets in the air. An image emerged of back-room deals and a corporation more concerned with power than trust.

In a letter to *The Seattle Times*, one writer voiced the disappointment felt by many, recalling the feeling of pride and security he used to feel when stepping into a Boeing jet. "Boy, have times changed," he wrote. "I now will be checking to see which airlines don't fly a Boeing 737 MAX once Boeing wiggles its way out of this fine mess."

### The bottom line

If stock price is a measure of success, Starbucks weathered its storm. In the six months following the Philadelphia incident, its stock rose by 17 percent. By contrast, Boeing's fell by nearly 20 percent in the three months following the second MAX 8 crash.

The lesson for any retailer or business owner is that in a time of crisis, churn, or change, a good story eats the truth for lunch. It becomes the truth in the minds of your customer. Tell your story well, and it sets a marker on where you stand. Then no one else can claim to tell it for you.

**About the Author:** Mario Juarez is an organizational consultant, coach, and motivational speaker. He focuses on helping organizations and individuals achieve better business results through strategic storytelling. An award-winning former journalist, Mario led a series of innovative communications initiatives at Microsoft before founding his company, StoryCo, which serves clients across a range of industries. Visit [www.mario-juarez.com](http://www.mario-juarez.com).



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Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful.

~Albert Schweitzer

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# Why the Vacuum Business is like the Fight Game

**By Doug Kropelnicki**  
**A-1 Vacuum Solutions, Boone, NC**

First you may be wondering how I could compare selling vacuum cleaners to being punched in the head; but take a moment and let me explain. First consider this, in a lot of cases the longer we do something the better we get. Today however, we hear almost monthly about a vacuum store that has been in business for 10, 20, even 30 years is now closing for good. Compared to boxing, the longer we fight, the more injuries we receive, the closer we are to the end of our career. In both cases to quote Tony Robbins, "the longer we do it, the more likely we die".

Everyone thinks it's easy until they try to do it. How many of you have had that customer that thought they knew more than you? How many times have we met someone who just knew exactly what we needed to do to improve our business? Worse yet, how many times have you been told that we could never make it? "Walmart sells vacuums, Amazon sells vacuums, how do you expect to stay in business?"

The fight game is not much different. Every tough guy thinks he could be a world champion and every armchair coach can tell you why a fighter loses.

The losses are always tough to take. In the fight game you never get in the ring with a plan to lose. You might not know how you will win, but you

never have a plan to lose. There are times when everything is going your way, your confidence is overflowing. It's sometimes then, that you get hit with the punch that hurts all the way down to your toes. Your vision is off, you can't breathe, and you are struggling just to stand. Next thing you remember is the feeling of the canvas pressed to your face, as a medical team rushes to help you. It's over, you lost and never had a plan for loosing.



Sometimes in the vacuum industry we work hard with a customer. They visit our store on multiple times and each time we go over the options and prices. Sometimes, we spend hours with just one customer to somehow loose out in the end. We either never see them again or they tell us they decided to buy the Shark at Sam's Club while they were there shopping. As much as we might hate to admit it, that blow to our confidence is tough to swallow.

People seem to never understand "why". Why would you get in a ring, why would you risk your health? The answer is simple; you fight for the ones you love. You may start out boxing for the sport but to make a career takes a lot of sacrifice, so you must have a very compelling "why". Usually it is to build a better life for your family. You never want your children to suffer the financial hardships you did, and fighting is the ticket to a new financial life for many. Why did you choose to sell vacuums?

Couldn't you find a better job? Many of us choose this industry because we saw an opportunity, an opportunity to make our children's life better. Whether it's paying for college or ensuring a child will have a job, we all do what we do, not to "sell vacuums" but to enrich the lives of the ones we love.

Never give up, because things can turn on a dime. Like most sports there are ebbs and flows but in the fight game one punch can turn the entire fight around. The shift of momentum can be swift and in your favor. There are times when all seems lost, you have nothing left in the tank. You've just gotten up off the canvas and the ref is warning you that he's about to stop the fight unless you show you have more left. Your body gives one last boost of adrenaline and you start firing with both hands; it's now or never. You feel your punch land, you feel his rib cage give way to the force of the blow, then your opponent gasps for air one last time before curling up on the canvas from the shot to the liver.

In retail, especially in our business, we can have days that seem so slow we fear we can't make the rent payment. Then out of nowhere sales just seem to walk in. A Riccar R30, two Miele C3's, then a Hizero all walk out the door and it's not even lunch time! What was going to be a terrible week in sales is completely salvaged by one big day.

The pain hurts. I will never lie, when you take a hit, to the face, the body, anywhere, it will hurt. The strength and conditioning training, that hurts. The hours spent out of breath and still pushing, that hurts but there are things that hurt far more. The look on a child's face when you can't buy them what they needed for school, the disappointment you have when you struggle to make ends meet, the feeling you have wondering if the rent will be paid this month. Whether it is in a ring or in the store, success is our responsibility. We work diligently on our craft because getting our hands raised or making that sale is not a reward but our duty. Our duty is to our family and to those who love and support us. We are dedicated, brave, and courageous pushing hard, day after day all while knowing the risk of failure and the consequences that could come.

In closing I want to remind all of you, we are not vacuum salesman nor are we just small business owners, we are warriors. We are warriors because we succeed when we should fail, because we are willing to do things others will not. We may feel the fear, insecurity, and doubt but we swallow those feelings, drinking them down because we don't have time to fear. We are too busy making sacrifices as we fight against all odds. We may be beaten, we may go down, but we get up. We keep going, motivated by our loved ones we press upward and onward towards success.



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# How Much Does an Employee Cost You?

*When you think about adding a new employee to your payroll, determine what the actual financial cost of doing so means to your business.*

**By Barbara Weltman**

When you think about adding a new employee to your payroll, determine what the actual financial cost of doing so means to your business. This includes the dollars and cents over and above the basic wage or salary you agree to pay. There's a rule of thumb that the cost is typically 1.25 to 1.4 times the salary, depending on certain variables.

So, if you pay someone a salary of \$35,000, your actual costs likely will range from \$43,750 to \$49,000. Some added employment costs are mandatory, while others are a little harder to pin down. Fortunately, there may be tax savings to offset some of the costs.

## **Mandatory added costs of an employee**

Hiring an employee means considerable payroll tax costs, including:

Employer share of FICA (7.65% on compensation up to the annual wage base, which is \$132,900 in 2019, plus 1.45% on compensation over the annual wage base).

Federal unemployment tax (FUTA) of \$42 per employee. The FUTA tax rate is 6%, but most employers can take a FUTA credit of 5.4%, resulting in a mere 0.6%.

State unemployment tax, which varies with your state and your claims experience (the more claims made by former employees for unemployment benefits, the higher your state unemployment tax rate will be).

You can learn more about these costs from the IRS and your state revenue department.

You also need to address insurance coverage for your employees. This includes:

Workers' compensation. Costs vary from state to state. Other insurance that may be needed for the work performed. For example, if you have a professional firm, you may want or be required to pay for professional liability coverage. Similarly, you may need to have a bond, a type of insurance, for an employee to protect a third party (your customer). For example, a bond may be needed for employees who clean homes so that homeowners' valuables are protected from employees' damage or theft.

Talk with your insurance agent to determine what coverage is needed.

While these mandatory added costs can mount up, there's good news. The costs of payroll taxes and insurance are fully tax deductible.

**First published on the U.S. Small Business Administration's site at [www.sba.gov](http://www.sba.gov).**

## **Other costs of an employee**

Think about employee benefits you may want or need to offer an employee. Under federal law, only large employers (those with 50 or more full-time and full-time equivalent employees) must offer health insurance or pay a penalty. However, there is a federal tax credit for small employers that choose to provide at least 50% of the cost of health coverage.

Offering retirement savings plans, such as 401(k) plans, to employees isn't mandatory under federal law, but employers may choose to do so. The cost of employer contributions needs to be factored into the total wage package.

Federal law requires employers with at least 50 employees to offer unpaid family and medical leave. But a number of states have paid leave laws. Some put the cost on employees (through wage withholding), while others require employers to share in the cost. And the District of Columbia puts the entire burden on employers.

These are only some of the employee benefits you can offer. Learn more about tax deductibility as well as exemption from payroll taxes for various fringe benefits in IRS Publication 15-B.

In addition to fringe benefits, there is a slew of other employment-related costs that may be difficult to quantify. These include:

The cost of recruitment, including background checks and drug testing where applicable.

The cost of initial and ongoing training.

Miscellaneous items, such as uniforms and protective gear where needed.

## **Final thought**

Add up the costs to see whether your business can afford to add an employee to your staff. If your business is growing and you need more help, you can't afford to NOT hire more workers. But knowing the cost will help you budget accordingly.

**About the Author:** *Barbara Weltman is an attorney, prolific author with such titles as J.K. Lasser's Small Business Taxes, J.K. Lasser's Guide to Self-Employment, and Smooth Failing as well as a trusted professional advocate for small businesses and entrepreneurs. She is also the publisher of Idea of the Day® and monthly e-newsletter Big Ideas for Small Business® and host of Build Your Business Radio. She has been included in the List of 100 Small Business Influencers for three years in a row. Follow her on Twitter: @BigIdeas4SB or at [www.BigIdeasforSmallBusiness.com](http://www.BigIdeasforSmallBusiness.com).*



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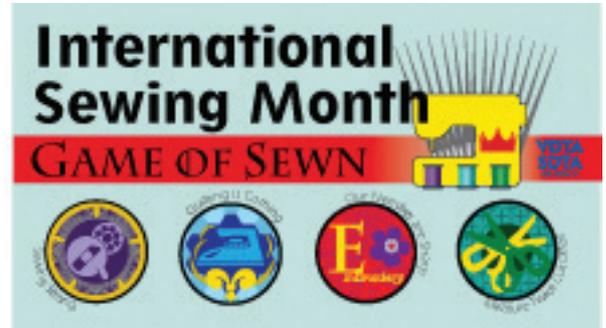
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# ORDER FORM for

## International Spring Cleaning Month - March

## International Sewing Month - September



### Updated PROGRAM DETAILS

VDTA•SDTA, along with the manufacturers and distributors in the floorcare and sewing industry, co-sponsor International Spring Cleaning Month and International Sewing Month. The industry sponsors donate merchandise prizes and VDTA•SDTA sponsors a gift certificate worth \$600 as the Grand Prize to be used and valid only where the winner registered. This brings the customer back to the dealer's store again to shop.

### How does the dealer get paid for the gift certificates?

The winner will be sent a gift certificate worth \$600, indicating the dealer's name and address where it must be used. When the winner comes into the store and uses all or part of the gift certificate, the dealer is asked to give them the product they want to buy, have them sign a form provided, and the customer is happy and out the door. The dealer will then need to provide a copy of the receipt along with the form that the winner signs to VDTA.

Next, VDTA•SDTA mails a check to the dealer for the gift certificate within 2 business days. Please do not make your customer wait until you get paid for the certificate. You want a HAPPY, EXCITED customer.

The winner will not be required to use the entire amount of the certificate at one time. Example: if they buy \$50 worth of products, they will have \$550 left to spend at another time. There is NO cash back on the certificates so they have to buy merchandise. NO copies will be allowed and NO replacement for lost certificates.

If the dealer has their own gift cards, VDTA•SDTA will send the dealer a check for \$600 so the dealer can issue the winner their company gift card. This makes it really easy for your customer to shop!

The dealer will not be sent any money until the customer makes their first purchase with the gift certificate. If the winner forfeits or decides not to use the gift certificate at all, the dealer will not be paid.

*FYI: VDTA•SDTA has entered into a contract with Heartland Payment Solutions that has a gift card program. If you do not have gift cards presently, this might be a great time to start. Everyone loves to give gift cards. They are an easy solution for that "hard to buy for" person.*

If you have any questions, please contact us at 800-367-5651.

**Please return this form to our office to reserve your promotional kit by the following deadlines below.**  
**Feb. 15 to receive International Spring Cleaning Month. July 30 to receive International Sewing Month.**

Yes, send me the International Spring Cleaning Month FREE promotional kit

Yes, send me the International Sewing Month FREE promotional kit

Your Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

FAX this form to 515-282-4483 or scan and E-mail to mail@vdt.com or mail to 2724 2nd Ave, Des Moines, IA 50313

# 3 Simple Things to Protect Against Cyberattacks

*You might not be able to hire a full-time cybersecurity specialist or install top-of-the-line software, but protecting your business's data doesn't necessarily need to be complicated or expensive*

**By Anita Campbell**

There were nearly 42,000 online security incidents around the world over the past year. And about 43 percent of those targeted small businesses. That means that small businesses are more likely than any other entity to fall victim to data breaches and cyber-attacks.

These incidents can lead to financial loss, stolen customer data or compromised proprietary information. It's essential that you take steps to lessen your chances of falling victim to cyber-attacks, and to lessen the impact if you do.

However, small businesses also tend to have fewer resources to avoid these attacks than large enterprises and government entities. For example, you might not be able to hire a full-time cybersecurity specialist or install top-of-the-line software. But protecting your business's data doesn't necessarily need to be complicated or expensive. Here are some of the simplest things you can do today to lessen your company's chances of falling victim to a cyber-attack.

## **Change Your Passwords**

About 81 percent of security breaches are simply due to weak or stolen passwords. So, a company that uses 'Password123' for every account is probably going to be more vulnerable than one that uses complicated passwords and changes them regularly. What exactly makes a password strong? The National Institute of Standards and Technology recommends choosing passwords that use a combination of words that are easy to associate in your mind, but unique to you. Basically, it should be easy for you to remember but hard for anyone else to guess. Of course, it's also a good idea to use a combination of characters in your passwords and use unique ones for each account if possible. That last point is especially important for vulnerable accounts like those for your banks or sensitive data.

Once you have passwords in place, you should also continue to change them regularly. Your vendors or service providers may have experienced breaches that you don't even know about yet. Changing them regularly can help you to avoid having your accounts compromised even if your passwords were stolen at some point.

Finally, many platforms and service providers also offer two-factor authentication or some form of security outside of passwords. If possible, enable security questions, fingerprint reading or even text alerts, so your passwords aren't the only thing standing between your data and cyber-attackers.

## **Update Your Software**

All the software that you use on your business's computers and devices can be vulnerable to cyber-attacks. But your software providers are constantly working to patch issues and make their products stronger so that hackers, viruses and malware can't get in and access your accounts and sensitive data. That's one of the reasons why you constantly get alerts asking you to update your software.

Though they may seem annoying or unnecessary upon first pass, don't ignore these alerts. Go through the short process of updating software and operating systems whenever these patches are available. Usually, all you must do is press a few buttons and restart your device once the updates are complete. Often, you won't even notice a major difference in how the software operates. But behind the scenes, those patches make it more difficult for viruses, malware and hackers to make their way into those software programs.

## **Train Your Employees**

If your business has employees, then you need to make sure they're aware of these important cyber-security procedures as well. You can change your passwords and update your software all you want. But if your team doesn't follow suit, your business is still going to be vulnerable.

To protect your business from every angle, host a quick meeting or seminar to share these best practices with your team. Give them clear instructions about how and when to change their passwords and how to set up two-factor authentication on all the common programs and accounts you use. You can even send out reminders or alerts when it's time to change passwords or update security procedures.

Then share the importance of regular software updates and patches. And create policies or processes for keeping those items updated. If you have any team members who are dedicated to IT, you can probably have them handle this part of the process. But if not, make sure the rest of your team knows how to handle this on their own devices and why it's so important.

**About the author:** Anita Campbell runs online communities and information websites reaching over 6 million small business owners, stakeholders and entrepreneurs annually, including Small Business Trends, a daily publication about small business issues, and BizSugar.com, a small business social media site.

**First published on the U.S. Small Business Administration's site at [www.sba.gov](http://www.sba.gov).**

# Defining Success

The Definition of “Success” according to Webster’s Dictionary

**1a** : degree or measure of succeeding  
**b** : favorable or desired outcome *also* : the attainment of wealth, favor, or eminence (a position of prominence or superiority)

My definition of “Success” is personal satisfaction. What keeps you going day after day and year after year? For many, including myself, it’s the quest for success. Of course, we should have our daily, weekly, monthly and yearly goals, but what keeps us going indefinitely? In most cases it’s that quest for success.

So, what is success? Is it fortune? Is it fame? Is it about a relationship? Is it that big, expensive house on the hill? Maybe it’s all about travel and vacations or driving the “ultimate” driving machine. Is it having 6 retail vacuum and sewing stores? Is it dominating your market with just 1 store, but there’s no other store or multiple store operation that even comes close? Maybe it’s getting your doctorate degree or early retirement. Volunteering? Philanthropy?

Like most of us, your definition of success may have changed over the years. Hopefully it has. In all reality, true success is where you are happy. Money or no money, security or freedom, responsibility or lack of responsibility. Success is what you make of it.

Even though to many, success is defined by other people’s standards, in all reality, true success is defined by our own standards. To me, true success isn’t about the money, it’s not about the fame and it not about having the most stores. Been there, done that. Today, my success is defined by my freedom. Our store is doing well, our staff is mostly experienced and stable. My wife Cindy has taken over much of the day to day management of the store and given me the ability to follow my goal of opening a Dream Center in Bismarck.

Some have asked “when will you retire Jim” and some will also ask “did you retire early”? In a selfish moment I might even think “I earned it” but much of the time I miss not being at the store as much. That being said, my goal has shifted from focusing on raising a family (she’s out on her own now), my business and myself to helping those in need. To me that says it all. I have reached my definition of

success. I no longer need to worry about my basic needs. I am not independently wealthy, but we are comfortable. Our business is well established in our community and has a reputation for above average customer service. The business makes enough money to pay our staff a good wage having enough money left to supply some of the extras in life for my wife and myself. After years of working on the business, it now gives me the time to put in an extensive volunteer effort and even a bit of money to practice a little philanthropy.

So, I’ve met my definition of success at this moment in time. But hold on! The vision is changing. It’s morphing into something to work for again. Could it be that the vision for a Dream Center in our city is taking my quest for success to the next level? Why, yes, it is! Success is a moving target and if you don’t keep moving toward it, you’ll miss the mark. Once again, I am on a quest for success, certainly a much different quest than it would have been 20 years ago, but a quest, nonetheless.

Have you met your definition of success? If you have, you should be on a new quest for success. Some call them goals. I prefer to think of them as a quest. A quest is usually more of an adventure and that’s what life should be all about—an adventure. If it’s all about the money or fame, forget about that. Shiny new things only are shiny for a short period of time. And the fame, well people forget you pretty fast when the spotlight’s not on you. And well, the spotlight shouldn’t be on you or me. That could be really boring. But a quest for a life of adventure? Sign me up!

Success. What’s your definition? Whatever, it is, if you’re ever going to catch it you need to get moving now! Ready, set. Go!!

Till next time,  
~Jim



**JIM BARNHARDT**  
J & R Vacuum and Sewing  
VDTA • SDTA Board Member



# VDTA Offers \$1000 for Store Improvements with New BetterBiz Grant, a Member's Benefit

The look of your store is so important. If your store is not clean, modern, and even “stylish,” your business could suffer. Little things like modern signage, paint inside and out or parking availability, and even bathroom updates all affect how customers perceive your business and their choice in choosing to shop or not to shop at your store.

The newest VDTA•SDTA member benefit offers a grant for improving the appearance and functionality of your store! This grant - the VDTA•SDTA BetterBiz Grant - is a grant focused on store improvements, worth up to \$1000. It may be used for new signage, a remodeling project, maybe even handicap parking improvements. This grant is not for any product purchases. The Association sponsors the grant along with industry companies who want to see the independent dealer grow by improving their business look.

The first grants will be awarded at the International VDTA•SDTA Trade Show and Convention, held February 2020 in Las Vegas. Applications will be accepted August 1 - November 1, 2019. Your grant application must be submitted with “before pictures” and a detailed explanation of the proposed improvement project. If your business is selected, you will then need to provide VDTA•SDTA with “after pictures” of the completed improvements and your paid receipts. VDTA may opt to visit your site prior to awarding the grant.



Criteria to apply for the grant: You must be a dealer member with the Association for at least 2 years prior to applying for the grant. This grant is for the Independent Dealer only. Recipients may only be awarded the grant once; they cannot reapply for / receive the grant multiple times. The store selected will receive up to \$1000, depending on the cost of the project.

One grant will be awarded for the 2019 application session worth up to \$1000. At this time, dealers not selected may reapply for the grant. For the 2020 grant application season, two grants worth up to \$1000 each will be awarded.

**For more information, visit [www.vdta.com](http://www.vdta.com) or call us at 800-367-5651.**

**The 2019 BetterBiz Grant Application is on page 19, fill it out today!!**

**Deadline: November 1, 2019**

*Recipient announced: February 2020*

# **VDTA•SDTA BetterBiz Grant Application**

**Apply for the opportunity to receive up to \$1000 for physical store improvements**

## **GUIDELINES:**

**Qualifying improvements:** Items such as signage, merchandising displays, remodeling costs, handicap parking, etc. The grant may not be used to purchase product or inventory.

**Criteria:** "Before" photos of proposed improvements must be submitted with your application; applications WITHOUT photos will NOT be considered. "After" photos when proposed improvements have been made must also be submitted to VDTA•SDTA, along with a receipt of

payment for the improvements. Only members of VDTA•SDTA are eligible to apply for and receive the VDTA•SDTA BetterBiz Grant.

**Receiving grant money:** Grant application must be received prior to undertaking proposed store improvements. The recipient will receive grant money as reimbursement AFTER the proposed improvements have been made and paid in full.

Money is paid UP TO \$1000. For example, if the proposed improvement specified

on grant application (i.e. new sign) costs \$300, then your business will receive reimbursement only for that \$300. If the proposed improvement costs more than \$1000, your business will receive the full grant amount; you are responsible for paying the remaining sum of improvement costs.

**Other:** VDTA•SDTA BetterBiz Grant applications are reviewed and a recipient is chosen by an independent panel. Only one grant may be awarded per business (even if your business has multiple locations). **Visit [www.VDTA.com](http://www.VDTA.com) for more details.**

**Business:** \_\_\_\_\_

**Business Address:** \_\_\_\_\_  
*(location to receive grant)*

**City, State, Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Website:** [www.](http://www.)\_\_\_\_\_

**Owner's Name:** \_\_\_\_\_

**Email:** \_\_\_\_\_

Name of person submitting grant application (if different than owner): \_\_\_\_\_

**Business established (year):** \_\_\_\_\_ **Number of employees:** \_\_\_\_\_ **Number of store locations:** \_\_\_\_\_

**"Before" photos** submitted of proposed improvements **Estimated cost of proposed improvement:** \_\_\_\_\_

**In 150-300 words, describe your proposed store improvement(s) & WHY it is needed to improve your business:**  
*(use additional sheet of paper if necessary)*

*I hereby certify that the information provided is accurate, and that I agree to abide by the guidelines of the VDTA•SDTA BetterBiz Grant. I acknowledge that any false information provided on this application makes my business ineligible for receiving the VDTA•SDTA BetterBiz Grant awarded at this time.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Should your business receive the grant, the best way to contact you is at: \_\_\_\_\_

**Return completed VDTA•SDTA BetterBiz Grant application & "Before" photos to VDTA offices by:**  
**Email: [mail@vdtacom](mailto:mail@vdtacom) • Fax: 515-282-4483 • Postal Mail: 2724 2nd Ave; Des Moines, IA 50313**

*Keep a copy of this application for your records.*



# THANK YOU MEMBERS

The following is a list of members who recently renewed their membership or joined VDTA•SDTA or SEA

## ASSOCIATE MEMBERS

		MEMBER SINCE
APC Filtration Inc	Brantford, ON, Canada	Aug 1997
Bernina of America	Aurora, IL	Sept 1999
Canplas Industries	Barrie, ON, Canada	July 1987
Ferd Schmetz Needle Corp	Medley, FL	Sept 1999
USA US Inc / Bloc Loc Rulers	Loveland, CO	Aug 2018

## DEALER MEMBERS

		MEMBER SINCE
A Kleen Sweep Vacuum Ctr	West Des Moines, IA	April 2007
A-1 Singer Sewing Center	Wichita, KS	Sept 1999
AB Vacuum Center LLC	Willmar, MN	Aug 1990
Ace Vacuums Sales & Service	Carmel, IN	May 2004
Ann Silva's Bernina Sew Ctr	Albuquerque, NM	Sept 1999
Asap Vacuum Sales & Service	Coon Rapids, MN	Sept 2017
Auger & Sons Inc	Rochester, NH	July 1996
Backdoor Quilt Shoppe	Billings, MT	Sept 2015
Beam of St Louis Inc	Maryland Heights, MO	Oct 2001
Beam Vacuums of California	Grass Valley, CA	Sept 1993
Bob's Original Sweeper Shop	Erlanger, KY	Aug 2019
Budd Vacuum Company	Wyckoff, NJ	April 1987
Denton Sewing Center	Denton, TX	Sept 1999
Domestic Sewing Center	Warren, OH	Sept 2000
East Hampton Vacuum Etc. Inc	East Hampton, NY	Sept 2005
El Cajon Sew & Vac	El Cajon, CA	July 2009
Elkins Sewing Center	Elkins, WV	Sept 1999
English's Sew & Vac	Paducah, KY	Feb 2018
Fran's Sewing Circle	Wilmington, NC	Sept 1999
Greens Sewing & Vacuum Ctr	Medford, OR	Oct 1989
Guinn's Co Inc	Martinsville, IN	Oct 2003
Hands on Sewing Schools	Oak Creek, CO	Oct 2016
Hayes Sewing Machine Co	Wilmington, DE	Sept 1999
House of Vacuums	Edmond, OK	Dec 1990
Kenny's Sewing & Vacuum LLC	Johnstown, PA	Sept 2010
Loving Stitches	Fayetteville, NC	Jan 2017

Lowery Sewing and Vacuum	Warsaw, IN	March 1990
McKinney Sew and Vac Ctr	Greensboro, NC	June 2016
Mel's Sewing & Fabric Center	Anaheim, CA	Sept 1999
Memphis Sewing Machine Co	Cordova, TN	Aug 1989
North Shore Vac	Lynn, MA	Jan 1991
Quality Sewing & Vacuum	Kirkland, WA	June 1999
Quilt N Bee	Cache, OK	Aug 2019
Quilting Stitches Az	Mesa, AZ	Aug 2019
Ragtime Fabrics	Harrisonburg, VA	Sept 2016
Ralph's Sewing & Vacuum	Palm Desert, CA	Feb 1989
Ripley's Vacuum Center	Victor, ID	Oct 1994
Sally McCann	Columbia, MD	Sept 1999
Santa Maria Sewing Superstore Inc	Santa Maria, CA	Dec 1991
Sawtooth Vacuum	Twin Falls, ID	Oct 2012
Sew Creative Fabrics & Crafts	Fairport, NY	Sept 1999
Sew Easy Sewing	Roswell, NM	Oct 2014
Sew Many Ideas	Jackson, TN	Aug 2019
Sewing Center of Santa Fe	Santa Fe, NM	May 2001
Sewing Machine & Vacuum Outlet	Hardeeville, SC	Oct 1988
Sewing Machine Service Co Inc	Renton, WA	Sept 1999
Snyder's Vacuum & Sewing Inc	York, PA	Sept 1999
Sweet Time Quilting LLC	Melbourne, FL	Sept 2012
The Eardly T Petersen Company	Westfield, NJ	Sept 1999
The Fixit Shoppe	Carbondale, PA	Sept 2018
The Quilters Corner of Middlebury	Middlebury, VT	Sept 2015
The Sewing Center	Wichita, KS	Sept 1999
Vacuum City LLC	South Burlington, VT	July 1981
Vacuum Cleaner Ctr & Sewing Room	St Cloud, MN	Sept 1999
VSI Global LLC	Valley View, OH	Oct 2015
Whitman Vac & Sew Machine & Appliance	Huntington Station, NY	Sept 1999

# Collecting Dust

## The 1924 Electric Vacuette

Mid Missouri Vacuum is home to both a full Vacuum Cleaner Repair/Sales shop, but also is home to the new Museum of Vacuums. We have about 400 machines on display both in the actual Museum, as well as a 30-machine "Wall of Fame". Many people who stop by for bags, repairs, or a new cleaner are drawn to our Wall of Fame for a brief look at the Best of the Best.

We are so extraordinarily pleased to announce the arrival of an extremely rare vacuum. Most people know that the Scott & Fetzer Company began making vacuum cleaners in 1919 with the introduction of the non-electric Wireless Vacuette. Through a worm gear, the fan would spin at approximately 1000 revolutions per minute. About 10 inches of water lift. In 1924, the Scott & Fetzer Company believed the time was right to introduce an electric vacuum of Jim Kirby's design. The 1924 Electric Vacuette was born.

As their first model of electric vacuum, it definitely needed some convenience features - like two cord hooks instead of one. The cloth covered cord (lamp cord as it was called in the instruction manual) could have used some grommets to help at the stress points. But all the wonderful Kirby features were there. The removable long handle, which was replaced by the Lifter Grip when the customer wanted to use her machine as a portable. There were even two hoses, one (2 1/2 feet) for use with the lifter grip and shoulder strap - and a long (8 feet) hose when using the machine with attachments while the machine was rolling on its wheels.

The sleeve bearings needed a drop of oil every three hours of use, so Scott & Fetzer placed oil holes on top of the cleaner with a little pivoting cover over them. The entire cleaner is very light yet has a very large fan and moves a ton of air. We love that the graphics on the bag match the graphics on the name plate (as well as the graphics on the non-electric Wireless Vacuette which was still being manufactured for those with no electricity). The slide-on brush allows the cleaner to do bare floors as well as carpets. As Hoover's patent wasn't up yet, the cleaner had no motor-driven brush. That was to come in 1935.

Call us to make an appointment to see the Vacuum Museum when traveling Historic Route 66 (or even Interstate 44) in Missouri. We would love to show them off. Plug them in. And test drive a vacuum that is almost 100 years old.

Tom Gasko  
Mid Missouri Vacuum  
410 South Bishop Ave, Rolla, MO 65401  
573-261-9577

Follow Us On Facebook!

TOM GASKO  
Mid Missouri Vacuum



# Bad Service Nullifies Advertising

By: John Tschohl

The American Management Association found that successful companies spend about 20 percent more money on personnel, including on personnel training, than unsuccessful companies do. The finding held true for companies of all sizes in every industry.

All your company's promotion, advertising, marketing, and goodwill can be ruined by one rude or indifferent employee. Money spent on advertising is largely wasted when customers show up or call in response to it and are turned off by employees with a lack of manners, long waits on the phone, or lack of knowledge of the product to name a few.

Richard Israel, retailing consultant, found that much of a huge advertising investment by a major furniture chain evaporated at the moment a customer entered a store and walked smack into salespeople with inexcusable behavior.

"The whole purpose of advertising," says Israel, "is to get the customer to come in the front door. After that, advertising can't do anything more for you. It's up to the people in the store to take over during the last four feet."

**No! Employees do not arrive on the job with a full-blown set of service skills.** Most companies believe they are awesome at customer service. They tend to assume that employees know from birth what to do for customers during these last four feet.

I believe that companies should allot a portion of their ad budgets to the development of learning programs for employees in order to reinforce advertising with customer service knowledge and skill.

Advertising brings customers in the door, all right; but, bad customer service sends them right back out the door again. When your organization becomes more human, more remarkable, faster on its feet, you are more likely to connect positively with customers,

All businesses have customers and have customer-facing experiences every single day. There are sales people, project managers, cashiers, waitresses and waiters, presidents, vice presidents, every

person in the business is dealing with customers in one way or another. All of these people will mean the difference between a company that is perceived positively and a company that appears not to care.

## The Key to Customer Satisfaction:

- **Listen and solve customer problems fast...** dramatically shorten the time it takes to complete any task for customers and co-workers.
- **Give customers your opinion**, not one read off a piece of paper...they don't want to hear scripted words or one-size-fits-all solution, they want to hear from a person empowered to make decisions on their behalf.
- **Be proactive to find the solutions...**customers look for people to solve a problem and do it quickly.
- **Be reliable...**customers want to feel comfortable dealing with someone they know and can count on to handle a situation.
- **Take charge...**customers want professional expertise, someone to give guidance and direction.
- **Ask customers for feedback and let them know it is important...**it makes them feel important and that their opinions matter.
- **Be an advocate for the customer...**customers are looking for a consultant. They want you to listen to them and provide them with a solution.
- **Have a positive attitude...** Focus on customers and on helping them solve their problems.

Employees are proud to work for a company with a president and senior managers who support the need for good service and prove it by providing on-going training. They are proud to work for a company that creates a great working environment and empowers employees to do what's right for customers.

**It's about communication.** If you are going to have a chance to win customer satisfaction you need to know what the customer thinks—your customer. The American management Association found in a survey that "high-growth companies"

stay in touch with their markets and willingly spend the money to do so. They know their customers and they keep their knowledge fresh. They learn things that you cannot learn any other way:

They learn whether they're satisfied.

They learn what they bought and what they didn't buy and why.

They learn what they came in expecting to buy and to pay.

They learn preferences and how they are changing over time.

They **communicate** this information to every single employee.

**"Customer Service...It's been my life's work and my passion!"** John Tschohl

**About the Author:** John Tschohl is a professional speaker, trainer, and consultant. He is the President and founder of Service Quality Institute (the global leader in customer service) with operations in over 40 countries. John has written several books on customer service including *Moving Up, A step-by-step Guide to Creating Your Success* and has available the 13th edition of *AETCS*. Both books are available on Amazon. John is a self-made millionaire traveling and speaking more than 50 times each year. He is considered to be one of the foremost authorities on service strategy, success, empowerment and customer service in the world. John's monthly strategic newsletter is available online at no charge. He can also be reached on Facebook, LinkedIn and Twitter.



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# Elements of a Beautiful Work Culture: Clarity & Specificity



**By: Libby Wagner**

We used to give away a special mug at some of our Influencing Options events, and I'm considering reviving it after many years long-gone. It's a great mug for coffee, or tea, as they would more likely serve here where I am in Ballingarry, Ireland. Inscribed on the side was this simple statement:

***In the spirit of specificity, tell me what you want.***

People loved these mugs, and fifteen years later, clients still ask for them. I often tell people that if, in fact, organizations were good at specificity, then I'd have to get a job as a Starbucks barista or go back to waiting tables, because I'd have a lot less to do. But, so far, this is not a likely horizon. The truth is that there is a rampant lack of specificity in organizations, and although it sometimes baffles me, I also get it: we don't ask for what we want.

Specificity, which can lead to clarity, is an essential element of a Beautiful Culture and of an effective/efficient culture of which most people are desirous. It seems way too obvious and even elementary that we might need such a prescribed level of detail or example to help things run smoothly on our teams and in our places of work, yet this remains a challenge over and over for almost every organization and group. Why do we lack this specificity and where are places we need to turn our attention? Here are three places to start that can have a huge impact:

**1. Mission, Vision, Purpose and Values.** We need to provide the language necessary to help our teams and employees align themselves with what is important to us in our business. How specific are you in describing who you are, what you do, your purpose and your values? Helping everyone create a connection to these core ideas is like orienting an internal compass for each person. You want them to know the reason behind your work and your vision so that they can create a daily commitment to the work at-hand.

**2. Performance Expectations.** More than a job description we use to post a job opening or for hiring, clear performance expectations are the most important thing we offer a new employee and essential to set them up for success. No one should have to guess what is expected or how they can be

very good at their jobs. Each person should have an idea about excellence, and only you can be specific enough to share this: what does it actually look like when someone is doing a great job? These are tangible and intangible, measurable and sometimes subjective, but do your best to give someone exactly what they need to do their job well.

**3. Team Agreement.** As much as we desire team members to be great at their job duties and tasks, we also want them to be good team members and to be able to communicate, solve problems, deal with issues, resolve conflict and have courageous conversations. These are the interpersonal standards to which we aspire and when we are not specific about them, then their definition is up for grabs. Everyone in your organization will say that "respect" is important to them and that they intend to be respectful of others, but if we don't define these specifically and behaviorally, then people just do the best they can, but they may be perceived as not effective or respectful at all. Co-creating a Team Agreement is making time for clarity, buy-in and commitment to how they will work together, which is as important as what they will work on together.

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**“They might have parts of a job description, but almost all do not have the level of specificity that can help increase trust, performance, and morale.”**

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You might read the above and think, “oh, yeah, we got that,” but do you? Most organizations where I work might have parts of a mission or vision on their website. They may have some values on laminated posters. They might have parts of a job description, but almost all do not have the level of specificity that can help increase trust, performance, and morale. Take a close look at your foundational elements of a Beautiful Culture: if you asked, “what does that look like if we do it well?” have you answered it in the language and documents you have on-hand? Or, do you need to practice that “spirit of specificity” and tell them what you want?

# Recognizing Our *Associate Members*

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IROBOT CORPORATION  
JANOME AMERICA  
JINHUA CHUNGUANG TECHNOLOGY CO LTD  
JKL GLOBAL SALES INC  
JOHNNY VAC  
KIRBY COMPANY  
KOALA  
LINDHAUS USA  
LINDSAY MANUFACTURING  
MAC PLASTICS MFG INC  
M D MANUFACTURING INC  
MIELE INC  
MODA FABRIC  
MYRATON INDUSTRIES  
NUERA AIR / DUO VAC  
ORECK VACUUMS  
PACVAC PTY LTD  
PFAFF SEWING MACHINES  
PLASTIFLEX GROUP NORTH CAROLINA  
PRO-LINE DISTRIBUTING  
QUALTEX GLOBAL LTD  
REXAIR LLC  
RICCAR  
RNK DISTRIBUTING  
ROYAL  
SEBO AMERICA  
SEW STEADY  
SHARKNINJA  
SIMPLICITY  
SINGER SEWING COMPANY  
STEEL CITY VACUUM CO INC  
SUZHOU MINGKANG FILTER CO LTD  
SVP WORLDWIDE  
SYNCHRONY FINANCIAL  
TACONY CORPORATION  
TACONY HOME FLOORCARE  
THORNE ELECTRIC CO  
TRANSNATIONAL  
TRI-TECHNICAL SYSTEMS INC  
TTI FLOOR CARE NORTH AMERICA  
UNITED NOTIONS  
USITT  
VAC PRO'S  
VACUMAID CENTRAL VACUUM SYSTEMS

# Introducing iVar.us

By Justin Haver,  
iVar.us



Let me start by asking a question; What would you change about this industry?

I have thought about this question for over 2 years. During which I have asked several vacuum dealers the same. Not a single person including myself replied with minor changes. Most all we're foundational.

"The best way to predict the future is to invent it" is one of my favorite quotes. It's this mind-set paired with everyone's feedback that has led to the creation of iVar.

To help explain what iVar is all about let's review the concerns and needs of four vacuum dealers I asked this question to.

Dealer A is about 3 years away from retiring (hopefully). He's been in the industry all his life and his plans are to sell the business and move to Florida. He mentioned his worry about finding a buyer. If he does find a buyer he doesn't want to spend months training them he said. He has no golden parachute so if he can't sell the store, he can't retire soon as planned.

Dealer B owns a store and works a full-time job while his brother runs the store during the week. He opened his store a few years ago and wants to expand to a second while remaining in corporate America full-time, but he can't due to the amount of time and money it takes to train someone correctly and retain them as an employee.

Dealer C is a couple that operates a sew and vac store with one location. This is a family business and they operate with their children. They still don't use a point of sale software system. The lack of processes leads to a lot of miscommunication and overlap.

Dealer D has one location and is a one person owner/operator. His time is not in abundance and he doesn't have thousands of dollars to spend marketing his store, but business is slow. He knows he needs to do something with online marketing, but isn't comfortable with computers and doesn't even have a website.

Whatever stage you're at in your business, whatever your needs are, wouldn't it be useful if there were resources to help? Free services that are useful, without junk filler and without corporate profits in mind.

Dealer A could benefit from a directory listing of free websites like <https://www.bizbuysell.com> where he can list his business for sale to find prospective buyers. He would also benefit from how to videos for repairs, marketing and sales. These videos can be shared with prospective buyers to assisting the sale of the business.

Dealer B, who is looking to expand, could use these same how to videos and share them with a potential employee before an interview.

This would ensure he doesn't waste his time interviewing a candidate that's not mechanically or sales inclined. Once he finds a potential new hire it would be useful to have them see the processes his company uses for checking in and following up with repairs.

Dealer C, the family owned business, would benefit from a point of sale software made just for vacuum stores that is easy to use. This would reduce repairs being called several times by multiple family members to be approved the same day. There's no running out of inventory and passing along the blame to another family member as these issues are eliminated.

**"This is not a recycling program, it's a second chance for the vacuum."**

Dealer D, who runs single store, could benefit from free marketing training. Starting to use a point of sale software that's pre-loaded with vendors and several part numbers would be a lot easier than he thinks.

Other useful services would be catchy marketing videos that each store could share on their social media accounts. Modern designed store brochures, marketing ad slicks and more that are customized for each store with their color themes.

What is iVar all about? It's about us! The name and website says it all; Independent Vacuum Associated Resources - [www.iVar.us](http://www.iVar.us)

At [iVar.us](http://www.iVar.us) all these services mentioned above along with several others will be going live in the next 12 months. All iVar services will be free. No cost. No trials. 100% FREE always. Pre-register for iVar today at [www.iVar.us](http://www.iVar.us).

In December 2019, iVar will implement a vacuum trade-in program for consumers. This is a "Second Chance Upcycle" for consumers who are located locally near your store. You have the option to offer them a coupon for Second Chance Upcycling (a trade-in) of their vacuum at your store. You're under no commitment to do so and the incentive you create will be your own choosing.

This is not a recycling program, it's a second chance for the vacuum. Maybe you will recycle it, maybe you'll rebuild it to sell in your store, maybe strip it for parts to sell on eBay or maybe you'll just throw it away. The idea is for iVar to target local consumers who are in the research stage of buying a vacuum in your area and give them a reason to visit your store with their trade-in.

What services would you like iVar to offer you and your business? What tools would be useful to help your company? Visit [iVar.us](http://iVar.us) and let me know, there's not much that can't be created with a few lines of code in this day and age!

**Next month we'll review advanced Facebook marketing tactics, Facebook Pixel and funnels. I'll be hosting free marketing seminars at the VDTA show in February 2020. I hope to see you there!**



**Have an idea or thoughts  
about business?**

**Write an article!**

*We love to have dealers send us their thoughts,  
to put in the magazine.*

*Plus, our editor can put the polishing touches on it if needed.*

**Send to: [mail@vdta.com](mailto:mail@vdta.com)  
Subject line: Guest Article**



**The international marketplace for the floorcare & sewing industries**

**Location: Las Vegas Convention Center, 3150 Paradise Rd, Las Vegas, NV**

**When: February 16-18, 2020 with pre-show classes before**

## **Things to Experience this Year!**

Fantastic panels and roundtables  
Hundreds of new products  
Over 50 classes  
Social events  
Industry Cocktail Reception  
Dealer Appreciation Social Hour  
And MORE!

### **Show Hours:**

**Feb 16 11 AM - 5 PM**

**Feb 17 11 AM - 5 PM**

**Feb 18 9 AM - NOON**

### **Accommodations:**

**Westgate Resort & Casino**

**Phone: 1-800-635-7711**

**Group Code: SVDT0R**

# 2020 VDTA•SDTA Show Registration

Las Vegas, NV: February 16-18, with pre-show classes before

## Registration Info Is this your first VDTA show?

Company Name: \_\_\_\_\_

Address \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Yes, I'll become a member and pay a rate of \$180 for 2 years, waiving my 2020 show registration fee.**

### TRADE SHOW:

South Hall 3, Las Vegas Convention Ctr  
3150 Paradise Rd

### HOTEL:

Westgate Resort Las Vegas  
800-635-7711 • Group Code: SVDTOR  
Signature Rooms start at \$75 plus  
\$20 resort fee. **Cut-off date Jan 1.**

### SHOW HOURS:

Feb 16, 11 AM-5 PM  
Feb 17, 11 AM-5 PM  
Feb 18, 9 AM-NOON

#### CLASSIFICATION

- Independent Dealer
- Fabric or Quilt Shop
- Manufacturer
- Distributor
- Educator
- Manufacturer Rep.

#### PRODUCTS SOLD

- Vacuum - Domestic
- Vacuum - Commercial
- Central Vacuum
- Janitorial Supplies
- Air Purifiers
- Rental Equipment
- Small Appliances
- Sewing - Domestic
- Sewing - Commercial
- Sewing - Notions
- Quilting Equipment
- Fabric

**\*Fee for each additional person; All fees in U.S. Dollars**

Check (Payable to VDTA•SDTA)  Visa  MasterCard

I authorize a charge of \$ \_\_\_\_\_

CC# \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CV #: \_\_\_\_\_

Name on card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Convention Fee	\$ _____
Class Fee	\$ _____
Membership Fee	\$ _____
Total Due	\$ _____

## Badge Names

*Use additional paper to list more badge names, if needed.*

Name: \_\_\_\_\_

Email: \_\_\_\_\_

**Pre-registration for select classes coming soon. For more information about the show, visit [VDTA.com](http://VDTA.com)**

### CONVENTION FEES:

#### Independent Dealer

**Before Dec. 1** Member: \$30/\*\$15  
Non-Member: \$190/\*\$25

**On/After Dec. 1** Member: \$40/\*\$15  
Non-Member: \$200/\*\$25

#### Manufacturer/Distributor

**Before Dec. 1** Assoc. Member: \$700/\*\$200  
Non-Member: \$1000 each

**On/After Dec. 1** Assoc. Member: \$800/\*\$200  
Non-Member: \$1200 each

**Return to VDTA•SDTA:  
2724 2nd Ave,  
Des Moines, IA 50313  
Ph: 800-367-5651  
Fax: 515-282-4483  
Email: [mail@vdtacom](mailto:mail@vdtacom)**

# Powerhouse Roundtable BY DEALERS FOR DEALERS

**When: Saturday, Feb 15**

**Where:  
Las Vegas Convention Ctr**

**2020 VDTA•SDTA  
Trade Show &  
Convention**

COME SEE SOME OF THE BEST DEALERS IN THE INDUSTRY  
TACKLE MYTHS PLAGUING OUR BUSINESSES, AND HOW YOU  
CAN BUST THEM ON YOUR WAY TO SUCCESS!

1. Young People Aren't Worth Pursuing as Prospective Customers.
2. My Business Reputation is All the Marketing I Need
3. Since My Business is Part of a Specialty Industry, I Can Count on Customers Seeking Me Out Online -- All I need Is a Website.
4. Top-End Products Sell Themselves, No Strategy Needed
5. Add-On Sales in Our Industry are a Thing of the Past
6. Product and Service Reviews May Be Important In Some Industries, but Not Ours.

## PANELISTS INCLUDE:

**Paul LaPonte** – Quality Sewing & Vacuum, Puyallup, WA

**Donny Cathey** – Cathey's Sewing & Vacuum, Tucson, AZ

**George Moore** – Moore's Sewing Centers, Mission Viejo, CA

**Linda Zachman** – Linda Z's Sewing Center, Arlington Heights, IL

**Rhonda Lopez** – Nuttall's Sewing Centers, Layton, UT

Listen to topics you need to be thinking about, as discussed by  
some of the most successful sewing & floorcare dealers! Get  
one-of-a-kind insights into the success YOUR STORE NEEDS!

*The panel for the 2019 Powerhouse Roundtable is of varied age and years of experience in an effort to provide multiple perspectives on the subjects or topics. Thank all of the panelists and sponsors whose commitment makes this event possible.*

# SUCCESS STUDIOS

For both Vacuum and Sewing Dealers

If you've attended a VDTA Show, then you have...

» Listened to speakers, Learned from instructors, Asked questions of panelists  
...and now its time for **MORE!**



**Small Group Discussions**

only at the **2020 VDTA • SDTA Int'l  
Trade Show & Convention**

## HOW IT WORKS?

Each table is assigned topics for discussion. Sit at a table of your choice and trade ideas with your peers. After a short time, **switch tables**. You'll be seated with new people and have the chance to discuss new topics.

**At the VDTA • SDTA  
2020 Show  
in Las Vegas!**

# The VDTA/Epstein Charity Fun Night

You're invited to attend the annual Charity Fun Night  
benefitting the VDTA/Epstein College Scholarship Fund

**Monday, Feb. 17  
5:30 PM**

After the show floor closes at 5 PM, join your friends and VDTA for  
the **real "Vegas experience,"** all for a charitable cause.

Spin the wheel for a great prize, participate in the tournament, earn bragging  
rights for next year, or enjoy some great food and beverage!  
All donations go to the VDTA/Epstein Scholarship Fund.

*If you join in and participate or come as a spectator,  
you're sure to have a great time, for a great cause.*



**A \$100 donation ensures your spot.  
You can sign up on the Show Registration form!**

# Classified Ads

## **MERCHANDISE FOR SALE:**

Looking for Dealers. Namco's Newest Floor Machine, Namco FloorWash. Light-weight, easy to use. Does all types of floor surfaces. [www.floorwash.com/en-us](http://www.floorwash.com/en-us). (6-6)

## **BUSINESS FOR SALE:**

Owner of thriving store retired after 35 years due to health. Store contents consisting of most name brands, large inventory. Bargain price. Call Gerald 865-679-0311 for info!

## **ATTENTION SEWING EDUCATORS:**

Are you tired of being on the road teaching the same class over and over again? Do you want to have fun and make money? Do you love seeing your student's eyes light up? I am looking for an experienced, passionate, fun Education Coordinator/teacher who wants to spend her days sharing knowledge with our eager customers in a bright and spacious classroom. You will be responsible for choosing the curriculum and overseeing more teachers as needed. Excellent pay and benefits. Contact me at [Howard@StonyBrookSewandVac.com](mailto:Howard@StonyBrookSewandVac.com) or call 609-356-6111.

## **BUSINESS FOR SALE:**

150K retire me!! Great location for the last 20 yrs, town is always growing, set to grow a lot more. I'm selling for less than paid 9 yrs ago. We sell and service vacuums, washers, dryers, stoves, refrigerators. Many parts new and used. [ColumbiaVacuumandAppliances.com](http://ColumbiaVacuumandAppliances.com) (1-1)

## **HELP WANTED:**

TOPS VACUUM & SEWING. HIRING FOR ALL POSITIONS!

Longarm Installer: Experience with HandiQuilter a must

Sewing Mechanic: Experience necessary

(Brother / Baby Lock)

Vacuum Sales/Service: Simplicity / Miele / Oreck

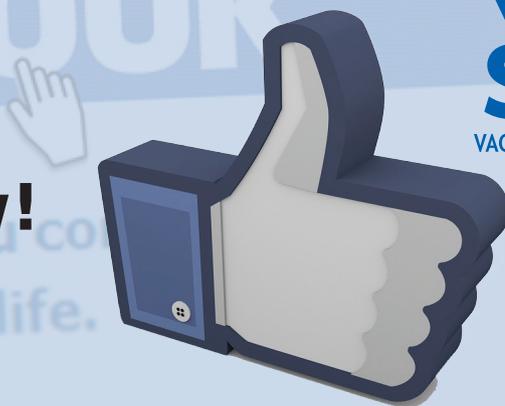
Web Developer/Unique Content Writer: Any web experience?

Telephone Customer Service (vacuums)

Good At Your Craft? - Relocate To Florida! Top wages paid on all positions. Email resume to Greg Bank, Owner - [gregoryabank@gmail.com](mailto:gregoryabank@gmail.com).

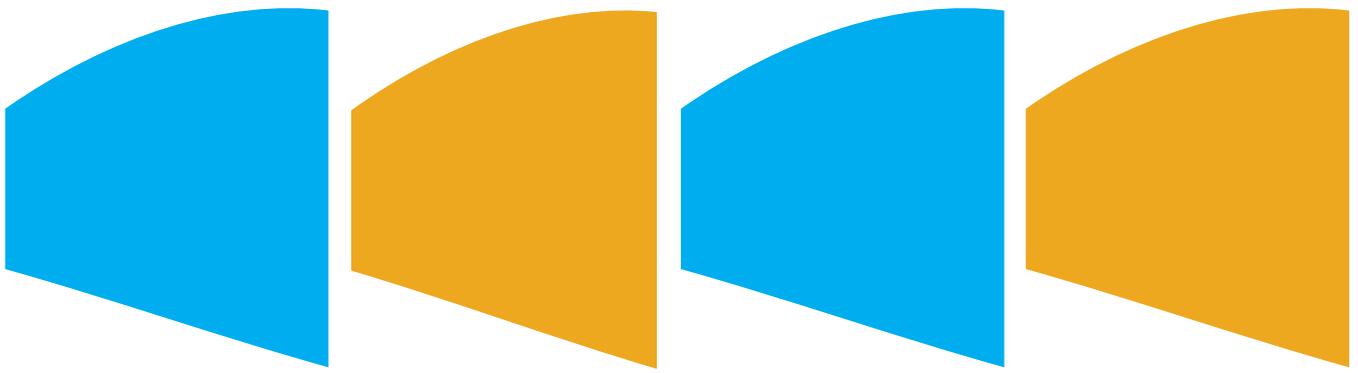
# Like and follow us on Facebook!

See photos from the Show!



**VDTA  
SDTA**  
VACUUM & SEWING DEALERS  
TRADE ASSOCIATION

## [Facebook.com/vdtasdta/](https://www.facebook.com/vdtasdta/)



# JOIN VDTA • SDTA

## As a new member you'll receive:

- Monthly trade magazines with industry news, tips, and **new ideas**  
*SQE Retailer™* and *Floorcare & Central Vac Professional™*
- **Reduced registration to the VDTA • SDTA International Trade Show**
- Promotional programs that bring customers through your doors  
*Sewing Month* and *Spring Cleaning Month*
- Complimentary marketing postcards – 100 pieces of your choice
- VDTA/Bernie Epstein College Scholarship  
Two annual recipients; up to \$10,000 each
- Opportunity to become *Dealer of the Year*
- Dealer locator on VDTA.com – make it easy for customers to find your store
- Tutorials from VDTA staff on social media and communication technology
- Unity – you are stronger together as an industry
- **NEW** – Check out the new **Association insurance plans through AHP – Association Health Programs.**

**Stand out in your community as a professional when you are a member of an international trade association.**

Join today! Apply online at **www.vdta.com**, call us at **800-367-5651**,  
or fill out membership application and fax to 515-282-4483  
or mail to: **VDTA • SDTA, 2724 2nd Ave, Des Moines, IA 50313.**

***With your success comes our success!***

**VDTA•SDTA, 2724 2nd Ave. Des Moines, IA 50313**  
**Call 800-367-5651 or fax 515-282-4483 • apply online at [www.vdta.com](http://www.vdta.com)**

**Company Information**

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Company Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Website: \_\_\_\_\_  
 Number of stores? \_\_\_\_\_ Years in business: \_\_\_\_\_ Submit Copies of Business and Tax Certificate

**Membership Category**

**Independent dealer enrollment:**

Identified as any dealer whose principal business is the sale of merchandise and services directly to the consumer (end user).

**International Independent Dealer:** Identified as an Independent dealer not located in the U.S. or Canada.

**Miscellaneous Membership:** Includes: Independent consulting firms, advertising agencies and Independent Sales reps.

**Associate member:** Identified as a wholesale manufacturer/distributor/supplier. Businesses located in the U.S. or International.

**SEWING\QUILTING**

- Sewing Machines
- Knitting Products
- Quilting Machines
- Longarm Machines
- Embroidery Machines
- Sewing Parts/Accessories
- Notions
- Fabrics-Fashion/Quilting
- Sergers
- Other: \_\_\_\_\_

**FLOORCARE**

- Hand/Stick Vacuums
- Central Vacuums
- Stick/Broom Vacs
- Water-based Vacs
- Steam Cleaners
- Janitorial Products
- Stain Removers
- Vacuum Parts/Accessories
- Backpack Vacs
- Upright Vacuums
- Canister Vacuums
- Air Fresheners
- Air Purifiers
- Polishers & Buffers
- Other: \_\_\_\_\_

**If You Own 1 Store, Membership & Renewal**

- 1 Year Membership ..... \$130
- 2 Year Membership ..... \$210

**If You Own 2 or More Stores, Membership & Renewal**

- 1 Year Membership ..... \$150
- 2 Year Membership ..... \$230

**International Dealer Membership** ..... \$150

**Miscellaneous Membership** ..... \$150

**Sewing Educator Alliance Membership** .... \$60

**Associate Membership** ..... \$725

*If you own 2 or more stores, list all locations on separate paper to ensure all stores receive info and mailings*

- Do you attend VDTA•SDTA conventions?  Yes  No
- Do you have a repair department?  Yes  No
- Do you teach sewing or quilting lessons in your store?  Yes  No

**Payment Information**

All payments must be made in U.S. funds

Check  MasterCard  Visa Amount: \$ \_\_\_\_\_

Cardholder Name (Print): \_\_\_\_\_

Card #: \_\_\_\_\_ (CCV# \_\_\_\_\_) Exp Date: \_\_\_\_\_

Card Registered Address (If different than above): \_\_\_\_\_

Signature: \_\_\_\_\_

- Is this a one time membership payment?  Autopay (next membership payment due in 12 months)
- This a one time payment, thank you.



# Inside of Brochures

## Disposable vacuum cleaner bags

**Change disposable bags when half full and never try to empty and reuse them.**

Vacuum bags are made of filter paper which traps dust particles and allows the air to pass through.

As the pores of the bag become clogged, air will not pass through freely, reducing cleaning efficiency and making the vacuum motor work harder with the possibility of overheating.

The now clogged bag has lost most of its filtering capability. Incoming air and dust can force the dust that is in the pores of the bag into the motor and back into the room.

Emptying and reusing a disposable bag cuts cleaning efficiency by 50 percent or more. The pores in the filter paper are full which blocks air flow, thus reducing cleaning efficiency.

The quality of the filter paper combined with the quality of manufacturing determines not only the price of the bags, but the efficiency of your vacuum cleaner. In the long run, bargain-priced bags sold in discount stores or supermarkets cost the consumer more in vacuum repairs and devaluation of carpet and home furnishings.

If your vacuum is not cleaning efficiently, it allows the sand and grit to build up at the back of your carpets and in furniture, causing excessive wear.

Your independent vacuum dealer sells only quality replacement parts and supplies. Their professional advice could save you hundreds of dollars!

**Keep a supply of vacuum bags on hand and you'll be more likely to change the bag when it is full.**

## How often should you service your vacuum?

**Your vacuum should be serviced every 6 to 12 months.**

As dirt, dust and lint pass through your vacuum cleaner, a buildup in the bearing housings and bearings will slow down the brush roll causing excessive wear on your vacuum motor and belt.

Over a period of time some brushes become soft, lose effectiveness and need to be replaced. A worn out brush may still look completely fine. If not replaced, it will simply turn, never, touching the carpet. This cuts your cleaning efficiency by as much as 50%.

Accumulated dirt and dust in the motor bearings will slow down the motor along with a sluggish brush roll. The result is an overheated motor which can drastically shorten the life of a vacuum motor or even require total replacement of the entire vacuum.

Carbon brushes in the motor transmit electricity to the armature. As the motor turns, the brushes wear out.

Should they wear out, the electric wire could touch the armature, cause a short circuit and ultimately burn out the motor. Dust and lint building up in the motor can become lodged

between the armature and carbon brush causing motor failure and may even present a fire hazard.

If the vacuum cleaner you purchase has enough air flow and suction to lift the carpet nap to the brushes, the vacuum will brush the nap and help it to stand up properly. The result will be newer looking and easier to clean carpet.

If your vacuum is performing poorly, the carpet nap will remain matted and packed down from foot traffic. Sand and grit cannot be pulled from flattened carpet fibers. Dark colored traffic trails begin to appear. As the sand and dirt build up, it acts like sandpaper, slowly wearing and cutting the carpet fibers as you walk across it.

Let your independent vacuum professional service your vacuum every 6 to 12 months and avoid these potential problems. Keep your vacuum working at its maximum cleaning efficiency - the beauty and longevity of your carpet and upholstery depend on it.

**The overall appearance of your carpet depends on a good vacuum cleaner.**

## Why change your vacuum belt?

**What is the purpose of the vacuum belt?**

The drive shaft or motor pulley turns the belt which causes the brush roll to turn and provides the necessary agitation to deep clean your carpet.

After about three months the belt has stretched, causing the belt to slip on the drive shaft. This means the brush roll turns slower nor not at all. The vacuum still picks up the easily seen surface litter, but the sand and grit at the base of your carpet starts to build up, causing excessive carpet wear.

Choose a quality belt purchased from your local independent dealer.

If your new belt is too loose, the brush roll will turn slow, if at all. If it is too strong or tight, it puts excessive wear and strain on

your motor and bearings which can cause damage and the need for repair.

Compare the size of a new belt to that of an old belt. Don't make your vacuum work that hard.

It only takes a minute to change a vacuum belt, but it can save hours of cleaning time and effort.

Let your independent dealer help you select the right belt for your vacuum. Such advice could save you hundreds of dollars.

**Let your dealer install the belt, as well. The proper tension will make all the difference in your cleaning efficiency.**

# Back of Repair Tags

**Claim Check**  
**VDTA SDTA**  
Member of the International Association of Floorcare Professionals  
**MEMBER**  
Professional Floor Care Center

**Claim Check**  
 Customer Name: \_\_\_\_\_ Date: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_

To be  picked-up  delivered on (date) \_\_\_\_\_ a.m.  p.m.

First Name \_\_\_\_\_ Last Name \_\_\_\_\_ Phone \_\_\_\_\_  
 City \_\_\_\_\_ Address \_\_\_\_\_ Zip \_\_\_\_\_  
 Brand \_\_\_\_\_ Color \_\_\_\_\_ Serial Number \_\_\_\_\_ Model \_\_\_\_\_

**Service Contract**  
 I agree to receive this machine's parts within 30 days. First, this store may consider this as abandoned and dispose of it in anyway they see fit without any further communication.

I understand the estimate to be: \_\_\_\_\_  
 Customer Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 Service signature: \_\_\_\_\_

**Service Department**  
 Serviced by: \_\_\_\_\_ Comments: \_\_\_\_\_  
 Inspected by: \_\_\_\_\_

**POST CARD**  
 Place Stamp Here

**Bring in Your Sewing Machine for a Checkup**  
 A smooth-running, well-oiled machine is necessary for optimum sewing performance. A regularly scheduled maintenance checkup can prevent problems before they occur. You can trust our trained service technicians to maintain your machine. With your satisfaction, please refer your friends to our service team. **Schedule your checkup today!**  
 VDTA-SDTA MEMBER  
Member of the International Association of Floorcare Professionals

**Claim Check**  
**VDTA SDTA**  
Member of the International Association of Floorcare Professionals  
**MEMBER**  
Professional Floor Care Center

**Claim Check**  
 Customer Name: \_\_\_\_\_ Date: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_

To be  picked-up  delivered on (date) \_\_\_\_\_ a.m.  p.m.

First Name \_\_\_\_\_ Last Name \_\_\_\_\_ Phone \_\_\_\_\_  
 City \_\_\_\_\_ Address \_\_\_\_\_ Zip \_\_\_\_\_  
 Brand \_\_\_\_\_ Color \_\_\_\_\_ Serial Number \_\_\_\_\_ Model \_\_\_\_\_

**Service Contract**  
 I agree to receive this machine's parts within 30 days. First, this store may consider this as abandoned and dispose of it in anyway they see fit without any further communication.

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 Service signature: \_\_\_\_\_

**Service Department**  
 Serviced by: \_\_\_\_\_ Comments: \_\_\_\_\_  
 Inspected by: \_\_\_\_\_

**POST CARD**  
 Place Stamp Here

**VACUUM SERVICE ALERT**  
 Your vacuum is the most valuable tool to guard against wear, replacement, and appearance of your floors. Annual service is the best way to ensure your vacuum does its job effectively, providing you the service it was built to give. Cleaning, lubrication and replacement of worn parts such as roller brushes and belts greatly improve the way your vacuum cleans. Bring your vacuum into our Professional Floor Care Center today. With your satisfaction, please refer your friends. **Schedule your checkup today!**  
 VDTA-SDTA MEMBER  
Member of the International Association of Floorcare Professionals

## Sewing Repair Tag Vacuum Repair Tag

# Back of Postcards



**Thank you for your business.**  
 We know you can shop at the one store that has the best selection, the most knowledgeable staff, and the most personal attention and professional expertise you deserve. We are trained in the products we carry and service what we sell. We offer the best products on the market and can help you decide which is best for YOUR needs. We appreciate your choice to shop with us. With your satisfaction, please refer our specialty store to your friends.

Member of the International Association of Floorcare Professionals | VDTA-SDTA



**Bring Your Vacuum in for a Checkup**  
 Your vacuum may not be operating at 100% efficiency, which means more work for you and more wear on your floors. As your vacuum cleans, small particles of grit, dust and lint build up in the bearings of your brush roll. This causes the belt to slip, and the brush to turn slower. Buildup in the motor bearings causes it to overheat, meaning loss of performance. We appreciate your trust in our trained service techs to maintain your machine. With your satisfaction, please refer your friends. Schedule a checkup today!

Member of the International Association of Floorcare Professionals | VDTA-SDTA



**Bring in Your Sewing Machine for a Checkup**  
 A smooth-running, well-oiled machine is necessary for optimum sewing performance. A regularly scheduled maintenance checkup can prevent problems before they occur. You can trust our trained service technicians to maintain your machine. With your satisfaction, please refer your friends to our service team. **Schedule your checkup today.**

Member of the International Association of Floorcare Professionals | VDTA-SDTA

**Visit vdt.com for clearer images.**

# BECOME A DEALER OF THE MONTH!



2018 Dealer of the Year

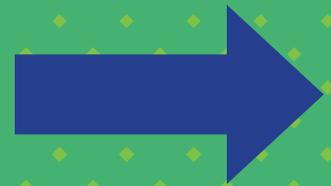
Diane and Ron Linhart,  
Above and Beyond  
Creative Sewing



2017 Dealer of the Year

Ron and Marilyn Gatinella,  
Close to Home

**Fill out the info  
on page 9 and  
send to VDTA**



**You could also  
be selected for  
Dealer of the Year**

**THIS COULD  
BE YOU!**

**Prizes  
Dealers of  
the Year  
have received  
previously:**

Product and credit with vendors, trips to dealer meetings, a European cruise, fine bottles of wine, giftcards and more!

# VDTA•SDTA Dealer of The Month

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Owner's Name \_\_\_\_\_ Web site \_\_\_\_\_

Address \_\_\_\_\_ E-mail address \_\_\_\_\_

City, State, Zip \_\_\_\_\_ Local Newspaper \_\_\_\_\_

1. What year was your store established? \_\_\_\_\_

2. How many stores do you operate? \_\_\_\_\_

3. How many employees do you have? \_\_\_\_\_

4. What product lines do you carry? \_\_\_\_\_

5. What services do you provide? \_\_\_\_\_

6. Is your business family run? How many generations? \_\_\_\_\_

7. What is your age group:  40 - under  41 - 50  51 - 60  61 plus

8. Check all equipment that your business carries:

Vacuum  Vacuum/Central Vacuum  Vacuum & Sewing  Janitorial

Sewing Machines  Quilt Shop with Sewing Machines  Longarm machines

Quilt Shop without Sewing Machines  Other \_\_\_\_\_

9. Do you have and maintain e-mail lists of your customers?  Yes  No

10. Do you have and maintain direct mail lists of your customers?  Yes  No

11. Do you have a rental program for sewing machines?  Yes  No

12. Do you rent time on a longarm quilting machine to quilters to machine quilt?  Yes  No

13. Do you offer sewing /quilting classes in your store?  Yes  No

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## On a separate sheet of paper or email (to [mail@vdt.com](mailto:mail@vdt.com)) please answer the following

14. How often do you offer classes and what age group do you target?

15. Community projects you participate in or support.

16. Marketing plans you have done that draw people to your store.

17. Any awards received from a manufacturer or from your community.

18. What tips of success or advice do you have for other independent retailers in the industry?

19. Share a paragraph about the history of your business and how it has grown?

20. How often do you attend the VDTA•SDTA Annual Convention? IE: Every year, every 2 yrs, etc:

21. What makes your shop stand out in your community.

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23. Are you a member of the VDTA•SDTA?  Yes  No

24. What year did you join? \_\_\_\_\_

**Fax to: 515-282-4483**

**Mail to: Dealer of the Month, VDTA•SDTA, 2724 2nd Ave, Des Moines, IA 50313.**

**E-mail to: [mail@vdt.com](mailto:mail@vdt.com).**

You may also visit [www.vdt.com](http://www.vdt.com), click on "Members," and fill out the form online and submit. You must be a current member of VDTA•SDTA to be selected as the Dealer of the Month.

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